

Market Update

You don't need to walk through Waikiki to realize that Hawaii is experiencing something of a boom this year. According to DBEDT, the number of Japanese visitors rose 17.1% over the previous year, with a total of 808,399 visitors during the first seven months of 2004. Of this figure, 54.3% are repeat visitors, again an increase from 53.8 % in the same period last year. If you visit the DBEDT website:

<http://www2hawaii.gov/DBEDT/index.cfm?section=READVISITORStatistics1070> and look at the chart that shows the number of arrivals in relation to airlift, you'll see that, although airlift has declined since 2002, the number of arrivals has grown. This is a very good indication that the Japan market is not only making a remarkable recovery from last year but is catching up and surpassing the year 2002.

HTJ Summer Promotional Events



As a means to entice more Japanese to visit Hawaii, HTJ has always been very active in participating in various consumer events. When Japan was experiencing an extraordinary summer with the temperature climbing as high as 100 degrees, HTJ created a tropical heat wave

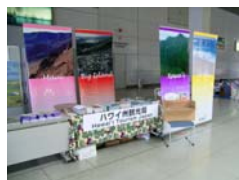
by bringing Hawaiian music and hula to a series of summer promotional events. HTJ was also instrumental in bringing Jake Shimabukuro, Makana and Na Leo to some of these events as part of their own promotional tours. The music created by these fine Hawaiian musicians captivated the audience who, for one moment, were able to forget the summer heat.

Summer Promotional Event Calendar

- July 31: "Hawaiian Festival" at Yoyogi Park, Tokyo
- August 1: "Shonan Summer Breath 04" at Katase Beach, Kanagawa
- August 3 & 4: "Hawaii Adventure" at Odaiba, Tokyo (Fuji TV 45th Anniversary)
- August 5: "Mahalo! Yokohama Hawaii Festival "at Queen's Square & Landmark Plaza
- August 6 ~ 8: "Yokohama Hawaii Festival" at Osanbashi, Yokohama
- August 8: "The Dance and Music of the World Come to Kansai Airport!" at Kansai Airport



"Shonan Summer Breath 04" on August 1 was covered by FM Yokohama for a six-hour live broadcast. The performance given on August 5 was broadcast nationally on NTV and Fuji TV channels.. At the "Mahalo! Yokohama Hawaii Festival," the pre-opening event of the "Yokohama Festival 2004," the 2-hour Hawaiian concert was held at two venues attracting audiences of 1,500 and 1,300 respectively. On August 8, Kansai International Airport celebrated its 10th anniversary with dancing and music from various parts of the world. HTJ provided hula and Hawaiian music by Kamalani with Hoapili and Meilani, as well as set up a booth and introduced a glimpse of the arts and culture of Hawaii.



In addition to taking part in these events, HTJ is also providing display materials and collaterals, including posters, brochures, postcards, stickers, shopping bags, and other materials to a number of consumer promotional events.

Trade Seminars

HTJ is also making efforts to promote Hawaii as an ideal destination for school trips. On July 26, HTJ gave a presentation and had a workshop for an audience of 45 school teachers in Tokyo. On August 24, HTJ spoke in front of 375 students and teachers at Ueda Nishi High School in Nagano Prefecture. Hawaii is rich in cultural and historical heritage and will offer good educational materials to the students who will visit the islands.

Infoseek Tie-Up Campaign (HTJ Newsletter Vol. 17)

On August 31, Infoseek, one of the leading search engines in Japan, launched new contents "Hawaii, My Favorite Tropical Paradise" in their Infoseek Travel site (<http://travel.www.infoseek.co.jp>). HTJ provided information on beaches, hotels, spas, as well as Hawaii's unique culture based on the concept of 6 islands, 6 surprises. Jake Shimabukuro appears in one of the special interviews arranged by HTJ and talks about his favorite scenic spots on the islands, music and restaurants.

JATA/WTF 2004 Update

JATA/WTF 2004 will be held from Sept. 24 to 26 at Tokyo Big Sight. HTJ offices in Shiodome and Honolulu are now in the process of putting everything together for this. Twenty-nine marketing partners and four chapter island visitors bureaus will be participating in the JATA trade show. To announce the opening of the JATA/WTF

2004, the Dentsu Creative team created a "floor poster" at the exit of the International Exhibition Station adjacent to the Tokyo Big Sight. The "poster" is 10 ft by 10ft and says, "6,190 km to Hawaii. 0.25km to Tokyo Big Sight. JATA/WTF Sept. 24-26. Take your first step to Hawaii."



We welcome any comments or suggestions. Please feel free to contact Kiyoko Tanji at k.tanji@htjapan.jp.

Mahalo!

Upcoming Events

- Sept. 13: Tourism Conference. Shunsuke Nakatani, Associate Research Director, Center for Consumer Studies at Dentsu will be one of the speakers to talk about the latest trends in the Japanese consumer market.
- Sept. 14: Marketing "roll-out" meeting, open to public, at Hawaii Convention Center. Along with other HTA contractors, HTJ will give the review of its activities for 2004 as well as the marketing plans for 2005. Subsequent meetings will be held on the following neighbor islands:
 - Sept. 15: Lihue, Kauai,
 - Sept. 16: Kahului, Maui
 - Sept. 17: Kona, Hawaii
- Sept. 24 – 26: JATA/WTF 2004

Upcoming Opportunities for Marketing Partners

- Travel Journal issued a special supplement in June, entitled "How To Sell Hawaii" for which HTJ provided some input in the editorials. We have also made some additional prints of this publication and have been utilizing it as a handout piece at seminars, etc.. In October, Travel Journal will come out with another special edition, "How to Sell and Enjoy Hawaii," and will explain how to improve sales skills, as well as talk about suggestions on how to plan and create new products, etc. Those of you who are interested in finding out more about this publication should contact: Jim Cone, President, Matrix Media of Hawaii Inc., phone: 808-734-3331, e-mail: Jim@matrixmedia.net.
- HTJ is planning a seminar and workshop for our marketing partners in January 2005 in Tokyo, Osaka and Nagoya. Announcements will be made by HTJ Honolulu office.